

E. OTHER PROGRAM ACTIVITIES

Public Health Information and Referral (PHIR) Services for Women, Children and Families (hotline services) - Gundersen Lutheran Medical Center - La Crosse -- Since 1995, the MCH Hotline has provided comprehensive information on the various MCH programs in Wisconsin. During this time, the need has grown for other state health-focused programs to establish a toll-free hotline and supporting information and referral service. In order to avoid unnecessary duplication, the state combined the needs of these programs into one comprehensive PHIR service for women, children and families provided by one agency, Gundersen Lutheran Medical Center, La Crosse, Wisconsin. The purpose of developing a comprehensive hotline system is to streamline the mechanism by which individuals and families can receive information and access specific providers in Wisconsin. This agency combines information and referral services for the following programs:

- MCH Hotline, including the CSHCN Program and reproductive health.....(800) 722-2295
- Services Hotline for Women, Children and Families (ACT 309).....(877) 855-7296
- Supplemental Nutrition Program for Women, Infants and Children (WIC).....(800) 722-2295
- Wisconsin Medicaid, including HealthCheck and Healthy Start.....(800) 722-2295
- Wisconsin Birth to 3 Program & Regional CSHCN Centers (First Step Hotline).....(800) 642-7837

In 2004 the MCH Hotline received 8,549 calls; an increase of 516 calls from 2003. The website address is www.mch-hotlines.org.

In 2004, the First Step Hotline received 2,103 calls in 2004; an increase of 604 calls from 2003. In addition, the CSHCN Program maintains a toll-free phone number (800) 441-4576 to assist parents and providers regarding children with special health care needs.

The Statewide Poison Control System was implemented on July 1, 1994, with state GPR funds (\$375,000) and a 50% match requirement from each regional poison control center. The program provides Wisconsin citizens with the following services: a toll-free hotline allowing easy access for poison control information; quality interpretation of poison information and needed intervention; and education materials for consumers and professionals. As of July 1, 2001 the Wisconsin Poison System contract solely supports the poison control center located at the Children's Hospital of Wisconsin (CHW), Milwaukee. The University of Wisconsin Hospital and Clinics, Madison continues to support the poison control system in Wisconsin by staffing a Poison Prevention Education Center.

The Children's Hospital of Wisconsin Poison Center received 64,836 total calls during CY 2004; 43,718 were human exposure calls. In February 2005 this center received full certification by the American Association of Poison Control Centers (AAPCC). This new certification makes the Poison Center the first in Wisconsin history to become nationally certified.